

Working Together for the Heartland

Situation Analysis:

Ex. 5 - Deliberative



Ex. 5 - Deliberative

Ex. 5 - Deliberative

Execution:

Media Relations. R7 Office of Public Affairs leveraged skilled, trained and prepared spokespeople, resulting in significant, targeted media coverage in agriculture focused media, as well as urban and rural newspapers, radio stations and television stations. The news results have been exceptional with significant proactive placement of EPA's top messages on key issues ranging from

Ex. 5 - Deliberative and the highly sensitive and controversial West Lake Landfill Superfund Site in Bridgeton, Missouri. A sample of the specific results include:

Ex. 5 - Deliberative

- Editorial Board at St. Louis Post Dispatch for RA Karl Brooks regarding the West Lake Landfill Superfund Site that resulted in a positive editorial

Ex. 5 - Deliberative

Ex. 5 - Deliberative

- Created multiple engagement opportunities with Congressional members/staff on key issues such as the West Lake Landfill Superfund Site. Coordinated in-person meetings and briefings, and conference calls with members of Congress and staff for RA Karl Brooks.

Ex. 5 - Deliberative

- Worked extensively with the Mayor of Bridgeton and his parks staff to conduct a news conference at City Hall that included an equipment display by Superfund.

Ex. 5 - Deliberative

Ex. 5 - Deliberative

Ex. 5 - Deliberative